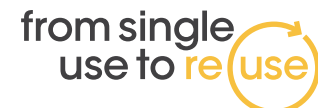


The Roadmap to Reuse

Plastics Solutions for America 2020



AN INITIATIVE BY PLASTIC MAKERS
FOR A WASTE FREE AMERICA



Plastic waste in the environment is a global problem, but one we can solve. The solution will require the industry, manufacturers, brands and retailers, recyclers and waste haulers, as well as citizens, communities, nonprofits, academics and federal, state and local government to come together to create a circular economy for plastics.

Members of the American Chemistry Council's (ACC) Plastics Division recognize the urgent need for solutions and in 2018 announced an ambitious set of goals to reduce, reuse and recover all plastic packaging:

BY 2030



of plastic packaging used
in the United States will be
recyclable or recoverable.

BY 2040



of plastic packaging
in the U.S. will be re-used,
recycled or recovered.

The Roadmap to Reuse

After consultation, analysis and development we established a Roadmap to Reuse to provide a framework that encompasses the whole system and identifies actions to help deliver the solutions America needs. Moving toward and achieving a circular model will help ensure that the advantages of plastics to society can be maintained while we eliminate plastic waste.



Focus Area #1: Value Chain Engagement

Build support and catalyze industry/stakeholder engagement to achieve scaled impact on plastic packaging recycling and recovery.



Focus Area #2: Consumer Engagement

Increase consumer engagement and participation in recycling, both at home and away from home.



Focus Area #3: Access to Recycling

Provide convenient recycling access for residential and away from home locations.



Focus Area #4: Collection and Sortation Capability

Partner with the value chain to invest in technologies to improve collection and sortation of harder to recycle items (e.g., film, foam, flexible, small items).



Focus Area #5: Recycling Capabilities

Demonstrate, refine and scale advanced recycling capabilities while modernizing and expanding mechanical recycling.



Focus Area #6: Economics and End Markets

Grow economic support to stabilize recycling of non-bottle plastics.

The Guiding Principles to Eliminating Plastic Waste and Achieving a Circular Economy

In addition, ACC and its members have come together in support of six Guiding Principles to accelerate progress toward creating a circular economy for plastics and the elimination of plastic waste. These Guiding Principles include:

- | | |
|--|---|
| 1 Support Policy and Legislative Efforts Benefitting the Circular Economy | 4 Support a National Recycling Framework |
| 2 Minimize Plastic Waste through Recycling | 5 Support Market Access for Recycled Content |
| 3 Advance the Circular Economy in the Manufacturing of Plastic Products | 6 Promote Sustainability within the Circular Economy |

New Commitments and Ongoing Investments Demonstrate Progress

The private sector, including many of America's plastic makers, are investing billions of dollars in plastics recycling.



These investments are producing encouraging results but much more needs to be done.

Partnerships

Achieving our objectives will require integrated solutions and cross-sectoral partnerships. Our members are innovating new designs and manufacturing materials that can help us do more with less, use resources more efficiently and advance the circular economy.

We are also working with partners in other industry sectors, government, non-government organizations, the nonprofit sector and the research and development community to develop and invest in projects that harness our collective resources and our technical expertise.

Looking Ahead

Along with growing demand for the products we make, America's plastic makers understand and embrace growing expectations of sustainability across society that are increasing demand for product benefits, affordability and greater confidence in the management of plastic waste.

We have set ambitious goals and are investing right now in infrastructure, technology and product design solutions that are part of meeting those expectations. We are also inviting government, businesses and other stakeholders to join us in working toward solutions.